

Beautification in Action

Introduction & Guidelines



Table of Contents

Beautification in Action Introduction	1
Guidelines and Eligibility	2
How to Apply	4
What Happens Next?	5
Project Selection Scorecard.....	7

Cover photos: The Flagstonian by Joshua Meyer (upper left); Sound of Flight by Sky Black and Mural Mice Universal (upper right); Roots by Sky Black (lower left); Haven Montessori School Mural by Mural Mice Universal (lower right)

Beautification in Action Grants

The City of Flagstaff, through its Beautification and Public Art Commission, seeks grant applications for projects that beautify our urban environment. Any eligible applicant is encouraged to apply for this competitive grant opportunity.

Grant Application Deadlines

March 15 and September 15 at 5:00 p.m.

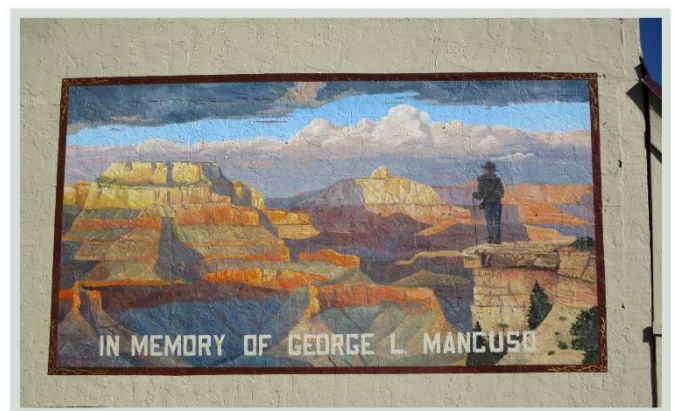
Background

Beautification projects are funded by local tax dollars generated by our hotels, motels, bars and restaurants (the Bed, Board and Beverage (BBB) tax, or “hospitality industry tax”). Members of the Beautification and Public Art Commission are appointed by the City Council to provide recommendations to the City of Flagstaff on which applications should move forward. Per City Code, beautification funds include items such as landscaping and irrigation systems, beautification of buildings and facilities, streetscapes and gateways, public art, and purchase of property interests necessary for beautification projects.

Examples of specific projects that may be eligible for a grant include (but are not limited to) improvement of a neighborhood block or corner site, installation of a publicly accessible garden, an environmental or living art piece, or a new neighborhood path. Projects should provide lasting benefit to the community! Benefits of beautification and public art projects may include enhancement of community aesthetics, building neighborhood relationships, inspiring playfulness, instilling community pride, and “greening” our environment.

Grants Available

Grants of up to \$4,500 per project are available. Grants are awarded through a competitive biannual process. Up to half of the grant may be used for artist/contractor fees – this cannot exceed (a maximum of) \$2,250. Projects with multiple funding sources are encouraged.



Beautification in Action:
Mural in Memory of George Mancuso by Sky Black

Guidelines for Beautification in Action Projects

Eligible Applicants

1. Groups of individuals, community groups, not-for-profit organizations, businesses, and educational institutions with direct student participation are invited to apply and will be prioritized throughout the review process (“Eligible Applicants”).

Grants will NOT be awarded to:

- Political or partisan groups, exclusive clubs or associations.
 - Applicants who have failed to successfully carry out a previous grant project, unless appropriate justification is made.
 - Applicants that discriminate based on race, color, religion, gender, age, citizenship, non-disqualifying disability, national origin, or sexual orientation.
 - Applicants that allocate more than half the grant to artist/contractor time.
2. Any Eligible Applicant may work with a non-eligible entity in order to complete or carry out the project. For example, an Eligible Applicant may obtain an easement from a religious institution to install and maintain a garden and public bench at a street corner accessible to the public.

Eligible Projects

1. Mandatory:
 - Spending limitations on items described on page 1 as defined by City Code.
 - Beautification project will be accessible to the public.
 - All necessary approvals for use of the property are or will be obtained.
 - Project will comply with all applicable laws and codes.
 - The project will be completed within 12 months of grant award.
 - The applicant will arrange for any necessary water, electricity, or ongoing maintenance needed for the project.
2. Strongly Recommended:
 - Community engagement (involvement of residents, community partnerships, and/or community groups).
 - Demonstrated support of the community.
 - Priority will be given to projects with lasting benefit to the community and to nonprofit groups and individuals such as artists. In some cases, temporary projects may be considered if the public benefit is great enough.

3. **Encouraged:** Project proposals that:
 - Utilize volunteers and/or student participation.
 - Are inclusive and demonstrate cooperative and collaborative efforts.
 - Involve in a meaningful way historically underserved communities with a focus on equity.
 - Enhance the knowledge and enjoyment of gardening through site beautification.
 - Have educational or historical relevance to the community.
 - Enhance the quality of life for people with disabilities.

4. **Not allowed:** Grant funds are intended for new physical improvements and must NOT be used to:
 - Support ongoing programs or services unless it is a new physical improvement project that does so.
 - Duplicate an existing public or private project.
 - Pay for operating expenses such as events, refreshments, or publicity expenses.
 - Pay for expenditures or commitments made before the grant is approved.

5. **Discouraged:** The Commission discourages, except in the case of extraordinary circumstances, projects that:
 - Add any improvements, even aesthetic elements, to a larger project installed or constructed at the same time.
 - Would add or have the effect of signage unless the signage is interpretive or identification signage that is clearly secondary (in scale and cost) to the proposed project. Signage that exceeds 10% of the grant amount is not considered secondary.



Beautification in Action: Water Justice Mural by Mural Mice Universal and Flagstaff High School Students

Application Submittal

1. Complete applications must be submitted by the closing date and time: Rolling applications March 15 or September 15 by 5:00 p.m. Late applications will not be considered and will be returned.
2. All applications are confidential until consideration by the Beautification and Public Arts Commission. An application may be discussed at a public meeting of the Beautification and Public Arts Commission.
3. Any grant awards are subject to available funding and Council allocation of funding.

**Applications should be addressed to:
Cristen Crujido,
Cristen.Crujido@flagstaffaz.gov,
(928) 213-2963
City Hall, 211 West Aspen Avenue, Flagstaff, Arizona 86001
Emailed applications preferred, mailed applications welcome**

Application Review Process

1. The Commission will use the following evaluation criteria:
 - The application is clear, complete, and compelling.
 - Conformance with program purpose and [Guidelines for Beautification in Action Projects](#).
 - Feasibility of the project budget and schedule.
2. The Commission and the City reserve the right, solely at its discretion, to:
 - Refuse any application or any grant, in whole or in any part, for any reason.
 - Require additional information from the applicant prior to making a decision.
 - Conduct a background check if application includes work with vulnerable populations, if required by the site.
3. If the completed work does not meet the intent of the original project application and award of funds, the applicants will be required to return any funds disbursed.
4. The City of Flagstaff reserves the right to remove any physical installations or improvements on public land at any time without compensation to the grantee or the artists/contractors involved in the project.

What Happens Next?

- All applicants will be notified if their application moves forward or not. Applicants will hear if the grant is successful to move forward within 1 month of the grant deadline.
- If your written proposal is successful, it will move on to the next step and you will be asked to present to the Beautification and Public Art Commission, made up of community members, who will provide direction to staff on which projects they recommend for funding. Applicants may present a PowerPoint that explains their proposal or can do so verbally if preferred. Having a clear budget and visuals is key. See page 6 for suggested tips in preparation for and during this stage.
- Final grantees will be determined after presentations are made.
- The Commission may ask applicants for additional information on projects after presentations.
- If an approved project requires subsequent processes (e.g., insurance requirements for some organizations, processes for projects on City property, and/or additional project presentations), we will work with applicants to ensure these needs are met, if possible.
- If successful, you are able to bill for 50% of your project in advance. The general payment policy includes half of grant disbursed at the beginning of the project, with the other half disbursed after submission of the final report. However, up to 90% of grant amount may be disbursed at the beginning of the project, if justified by the project and/or unique situation as indicated by the applicant. If the applicant desires to adjust the initial grant allowance, appropriate justification must be made within the proposed budget and additional written or verbal justification may be requested by staff during their review.
- Disbursement of funds may take 45 days or longer after invoicing.
- **A final report** that includes photos, a brief narrative about the project completion, and a brief description that explains how funds were spent is due 60 days after project completion. Final payments will only be made after the report is complete and accepted.



Beautification in Action:
UNITY by Karen Fiorito

Applicant Interviews

Upon staff review of submitted applications, successful applicants will be invited to present their project to the Beautification and Public Art Commission (BPAC), which consists of seven volunteer community members who have experience in the arts and culture sector. BPAC meets the second Monday of each month at 4:00 p.m. Staff and Commissioners will discuss the projects and make recommendations for funding after each presentation.

Location

All interviews will be held virtually via Microsoft Teams. Please reach out to staff ahead of time if you need a tutorial on how to use the platform.

Guidelines & Format

Please confirm with staff that you plan on attending the meeting at least one (1) week prior to the BPAC meeting. This ensures you will be added to the agenda.

Presenters will have 5 minutes to present their project proposal with roughly 9 minutes of a Q&A to follow. Presenters may prepare a PowerPoint or discuss the project verbally without props – it is up to the individual. If you are presenting a PowerPoint, please share it with staff prior to the meeting date so we may share the slides during the meeting if needed (sometimes technical issues occur).

Tips & Suggestions

The following items are suggestions only; they are not requirements. They are based on City of Flagstaff staff's observations of past presentations and the Commission's responses to them over the years. You are welcome to approach your presentation in the way you feel is best to represent your organization regardless of these optional suggestions.

1. Keep in mind that you are presenting to members of the community who volunteer their time to serve on the Commission. They are involved in the arts and culture sector and want to see applicants succeed in beautifying Flagstaff.
2. In your presentation, be sure to include any community involvement or partnerships planned for the proposed project. This demonstrates to the Commission that you have community support and can be a marker of a successful project.
3. Discuss any additional funding sources you have or plan to pursue, if applicable.
4. Make sure your budget is clear.
5. Arrive early and make sure you have a strong internet connection.
6. Feel free to invite other members of your team, community members who will benefit from your project, current volunteers, etc. to join the call as they can provide additional information about how the proposed project will be beneficial to Flagstaff.
7. Practice your presentation in advance. It can be helpful to time yourself to make sure you touch on all your points within 5 minutes.

Beautification and Public Art Commission Project Selection Scorecard

Beautification and Public Art Commission

Project Selection Scorecard

	5 (High)	4	3	2	1 (Low)	Fatal Flaw
Overall Fit – Mission	In partnership with Flagstaff citizens, protect and enhance the quality of life through beautification of the built and natural environment.					
Authorities	Ordinances, City Council Resolutions, Purchasing Policies, and Secured Property and Access Rights.					
Council Direction	General (City Budget and adopted Five-year Plan) and any specific project, program, location, or other direction.					
Community Involvement	Appropriate level for project.					
Programmatic Factors	Sensibility, Priority Need, Impact, Visibility, Project Scale (Small, Medium, and Large), Distribution, and Comprehensive Coordination.					
Equity	Equity created through location or representation. For example, location is in a historically underserved neighborhood, particularly those with few or without previous beautification or public art projects.					
Aesthetics	Overall (function, space, form, scale, texture, continuity, composition, rhythm, emphasis, transition, simplicity, and balance) and Context.					
Sustainability	Overall (social, environmental, and economic factors), Place-making, Education/Demonstration, Plant Selection, and Water.					
Programmatic Partnerships	Accomplishes other City goals, or goals of other City Boards and Commissions (such as Beautification and Public Art, Heritage Preservation, or Sustainability).					
Value	Overall (Long-term Benefits and Life-cycle Cost), Grants and Donations, and Partnerships.					
Maintenance	Adequate provisions for, and reasonable and appropriate ongoing needs (physical and financial).					
Safety	Public (direct and indirect) and maintenance and other municipal crews.					
Cost	Overall (Cost in light of authorities, sustainability, life cycle, impact, value, grants, donations, partnerships, distribution, and maintenance).					
Total						